

BEAUTIFUL
BIRCH

*for Beautiful
Woodwork*

Beautiful
birch

*Compliments of
Northern Hemlock and
Hardwood Manufacturers' Ass'n.
and Rotary Birch Club
Oshkosh Wisconsin*



Beautiful
birch



(Photograph by courtesy of Stickley Bros., Grand Rapids, Mich.)

An Epic in Color Harmony

The Birch Veneer paneled walls, Birch Trim and Birch Furniture in this delightful interior—all finished in marvelous transparent stains that develop and enrich the attractively figured birch grain—form an ensemble of intriguing charm and colorful beauty.



Beautiful Birch *Cabinetwood De Luxe*

This book gives real *inside* facts that will, if considered when planning your new home, assure you that lasting satisfaction and joy which only fine interior woodwork, floors and furniture can give.

In this book we shall place before you the remarkable qualities and investment value in "Beautiful Birch," the premier cabinetwood from the great northern forests of Wisconsin and Michigan. We shall show you how best to select it for its various uses in different kinds of buildings. We shall tell you about its use by the early craftsmen of Colonial days and those of today in the manufacture of fine durable furniture.

We shall likewise point out to you the qualities you should seek in a wood for interior work and tell you why. We shall show you how remarkably well "Beautiful Birch" meets these requirements on account of its smooth attractive grain, extreme hardness and its basic natural color which gives the proper background for an unusual range of color tones in interior finish work and furniture. Modern methods of manufacturing fine hardwoods have added tremendously to the possibilities in interior woodwork through the availability of Rotary-cut Birch Veneer for interior paneling and doors.

And, we shall show you in pictures a few of the wonderful ensembles in color harmony now made possible by modern color finishes upon this northern cabinetwood; also, other views of interiors in cozy homes, colleges, fine hotels and magnificent clubs for which "Beautiful Birch" woodwork was chosen by architects who had at their disposal the hardwoods of the world. "Beautiful Birch" is especially adapted for beautiful woodwork and worthy of consideration by everyone about to invest money in a new building or in remodeling.

Inherent Beauty of Birch

A beautiful grain is the first essential that must be possessed by a cabinetwood and the pre-eminent beauty of Birch is the quality which has given it its common name: "Beautiful Birch." A birch board or birch veneered panel, sanded smooth but otherwise unfinished, is beautiful in itself. It has that quality of grain which reveals the wonder of wood and in a remarkable variety of figure.

It can be had in an inconspicuous grain for general trim. Veneered doors and paneling, on the other hand, can be had in as fanciful a figure as you could wish and in pleasing contrast.

One of the characteristic features of Birch is its natural lustre, giving it a soft satiny sheen.

In all the range of wonderful veneers nothing surpasses the intricate wavy grained, pearly or "changeable silk" effect of "Curly" Birch Veneer for alluring charm and satisfying beauty.

Marvelous Color Effects in Birch

To the natural beauty of Birch, modern science has contributed the magic touch of color—wonderful stains that impregnate the wood fibre with the color desired, the while preserving the real character of nature's finest cabinetwood.

These amazing transparent finishes bring out and develop the high-lights and shadows of the wood and enrich the attractive birch figure, transforming the whole into a marvel of colorful beauty. Exquisitely lovely effects are secured on birch furniture by misting and high-lighting the finish upon panels of Rotary-cut Birch Veneers.

Available in a wide selection of colors and tones—Early American, Spanish brown, autumn brown, amber, delicate orchid, silver gray, dove gray, pastel green, royal blue, seal black, natural or golden, and many others equally effective—these



THIS artistic stairway in the residence of John W. Griffith, Esq., was designed by Dwight J. Baum, New York, Architect. "Beautiful Birch" was specified for the stair-rail, treads and risers, as well as for the adjoining trim and doors in the hallway. The great strength of Wisconsin-Michigan Birch—strongest of American cabinetwoods—permits the design of slender, graceful proportions without undue sacrifice of sturdiness.

marvelous finishes permit a choice of effects in colorful beauty that will satisfy the most ultra-modern or conservative taste. No other wood will take these stains so effectively, but with Birch you can give full expression to your own artistic taste and have a different color scheme for each room.

"Mar-proof" Hardness

The practically "mar-proof," dent-proof hardness of Wisconsin-Michigan Birch is another of the outstanding qualities recommending it for interior trim and furniture. While hardness in wood may not affect its appearance when newly finished, it does determine how long your furniture or woodwork will retain its fine appearance in service.

Birch is one of the hardest hardwoods. In tests made by government experts at the U. S. Forest Products Laboratory, it required a pressure of 1320 pounds to imbed a steel ball nearly one-half an inch in diameter, a little over one-fifth of an inch into the side-grain of air-dried Northern Birch.

Results shown by this test are important as they demonstrate "Beautiful Birch" will resist wear and indentation through the vicissitudes of years, retaining indefinitely a fine finish without marring.

This quality of extreme hardness also makes Birch one of the standard woods for hardwood floors which will enable you to carry out the richness of the birch trim to the fullest extent. Birch flooring can readily be had in the slightly reddish color of the heartwood, or in lighter shades, or can be stained to suit your well thought-out plans of harmonious color combinations.

Because of this same quality, Birch is a standard wood to use for white or light colored enamels. It holds the enamel permanently and resists marring which renders some light colored woodwork so unsightly. Neither is there any pitch or discoloring substances in Birch to work through and stain



Paneled Room of Colorful Beauty

Here is shown a corner of the living room in the Doctor Shippen Residence, Philadelphia, as reconstructed by Good Housekeeping Studio for the Sesqui-Centennial Exposition. The mellow tones of the Birch Veneer paneled walls—trim and doors, too—provide an artistic background for a decorative scheme of exquisite beauty. The wide range of colors and tones available in the wonderful modern transparent stain finishes for “Beautiful Birch” make it possible to have a different color scheme for each room—all equally lovely.

enamel finishes. Nearly all enameled furniture is Birch. This same hard, dense grain makes it one of few woods that can be rubbed to a high polish.

All this is evidence of fine quality in a hardwood but aside from ability to take enamels perfectly and take and retain a high polish, hardness has nothing to do with the initial beauty of "Beautiful Birch" but in preserving that beauty in any of the many finishes to which it is adaptable, the importance of extreme hardness cannot be overestimated. You should prize this quality highly and get it.

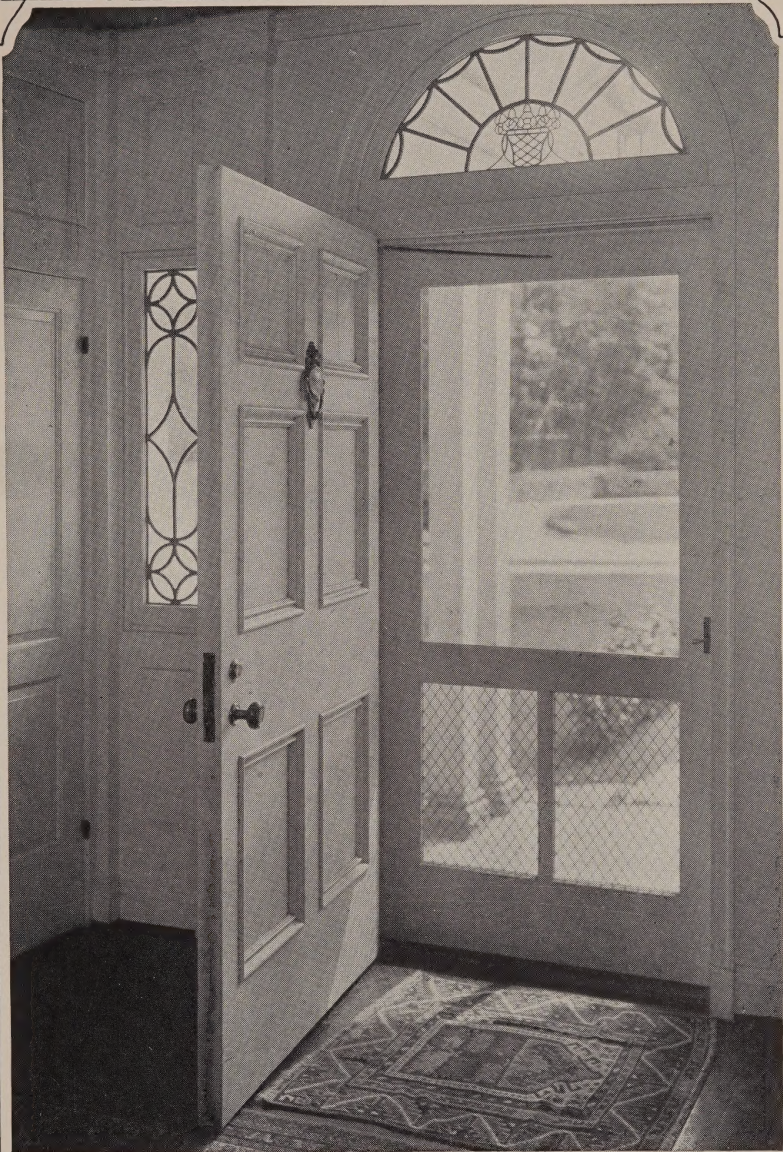
Birch — A Strong Wood

Wisconsin-Michigan Birch is not only one of the hardest and most beautiful cabinetwoods—it is also the strongest of the woods customarily used for furniture. It is extensively used for davenport frames and other like purposes where strength as well as beauty is essential, and for small graceful turnings or delicate carvings, where strength, a close dense grain and hardness are required.

For handsome plywood panels used in furniture, doors and interior woodwork, Birch is the preferred wood, not only on account of beauty but because it gives superior strength and stability.

Birch — A Good Investment

When building or remodeling, a thought to keep in mind is that Birch hardwood trim, floors, doors and veneer paneling enhance the worth of your property and command a premium with judges of values. Whether you build to sell for profit, or for your own use, the re-sale value is always there. From any angle you wish to consider it, "Beautiful Birch" is truly an investment of outstanding worth in the permanent beauty it gives, in the lower cost of upkeep and the better price you can secure should you ever desire to sell your property.



THE delightful entrance hall of this cozy suburban home is appropriately finished in Wisconsin-Michigan Birch and enameled white. Messrs. Granger and Bollenbacher, Chicago, were the architects. Birch, because of its extremely hard, smooth surface provides a superior base for enamels, paints and lacquers. Unselected grades are recommended for these opaque finishes as a matter of practical economy.

Varieties of Birch—How to Use Them

Practically all Birch used for cabinetwork and interior woodwork is cut from Yellow Birch (*Betula Lutea*) and Sweet Birch (*Betula Lenta*). No distinction is made between these two closely related species as a rule.

Red and White Birch are not different species but are products from the same tree, Red Birch being the slightly reddish heartwood and White Birch the sapwood or outer part. Unselected (or mixed color) Birch contains both the reddish heartwood and nearly white sapwood in the same piece.

Unselected Birch can be used for less cost than either selected red or selected white, as the quantity of the red or the white Birch obtained from the log is less than that of mixed color or unselected Birch. Unselected Birch may be used: (1) wherever a striking effect in a natural finish, or under light stains, is desired,—(2) wherever a dark stain is used and under which the heartwood and sapwood shadings blend to a uniform tone—a characteristic exclusive to Birch,—(3) for a remarkably fine and unusual effect in veneer work (paneling and doors), and (4) always under paint or enamel.

A point to remember is that “Unselected” Birch can be had in exactly the same grades and quality as “Selected” Red or “Selected” White. It is a combination of the red and white in the same piece or board deriving its name solely from the fact it is not selected for uniform color. For uses above enumerated it is exactly as good as “Selected” Red or “Selected” White and will save you money, too.

“*Selected*” *Red Birch* is all, or nearly all, heartwood. It is used where the richest and most uniform effects are desired and where a somewhat higher cost is not the determining factor. It has a wide variety of figure ranging from very plain to very ornamental, especially in rotary cut veneers.



SMOKING Room in Allerton Club, Chicago, appropriately trimmed and paneled in "Beautiful Birch," Messrs. Murgatroyd and Ogden, New York, architects. Wherever pleasing, restful charm and hard, wear-resisting woodwork is the requirement, there you will usually find that "mar-proof" Birch from the great Northern forests of Wisconsin and Michigan is the specification of well-informed architects.

"*Selected*" *White Birch* is more readily obtainable in rotary-cut veneers. Like "*Selected*" *Red Birch* it brings a slightly higher price and is largely restricted to uses in delicate stain effects where uniform shading is desired.

"*Curly*" *Birch* is not a different variety but is attributed to an accidental growth. It is only here and there in the forest that there is a tree containing this wonderfully beautiful and wavy grained wood. In delicate satisfying beauty nothing surpasses "*Curly*" *Birch*. For veneers on drawer fronts, tops of tables and other conspicuous parts of furniture, people of good taste are anxious to get "*Curly*" *Birch*. In the small quantities needed for these purposes, its higher price is not a noticeable item.

Birch reaches its best development in the great hardwood forests of Wisconsin and Michigan. Here soil and climatic conditions are just right to produce that slow even growth which assures a very close grained, hard and strong wood. As there are other species of Birch which do not possess the same attractive grain, the great strength properties nor the nearly "mar-proof" hardness of the Birch grown in these states, specify that your interior woodwork and floors must be Wisconsin-Michigan Birch.

Rotary-cut Birch Veneer

is produced in long, wide, thin sections from around the log. This method brings out the full richness of the grain. It is adaptable to doors, furniture tops, panels and for all purposes that require attractively figured wood over larger areas than can be obtained in one piece in solid wood. As in solid wood, "*Beautiful Birch*" rotary-cut veneer is obtainable in "*selected*" red, "*selected*" white and "*unselected*" (or mixed color). A much larger proportion of "*red*" and "*white*" veneer, however, is secured from a log than in solid wood.



(Photograph by courtesy of Stickley Bros., Grand Rapids, Mich.)

Furniture of Charm and Utility

THIS quaint bedroom suite fully expresses the beauty of figured Birch in the amazing transparent finishes that impregnate the fibre of the wood with the color desired, the while preserving the real character of "Nature's finest cabinetwood."

Exquisitely lovely effects are secured on furniture of hard, durable Birch by misting and high-lighting the finish upon panels, tops and overlays of "Curly" and Rotary-cut Birch Veneers.

Birch being so close grained a wood, produces rotary-cut veneer that is not subject to "checking." You need not, therefore, specify sawn or sliced Birch veneers to be safe on this important point.

Many wonderfully beautiful effects have been achieved with Rotary-cut Birch Veneer by matching the pattern to secure symmetrically balanced designs. Strikingly attractive contrasts are obtained by opposing, reversing or otherwise applying figured veneer of similar pattern. And, in all the realm of choice veneers, none excel "Curly" Birch Rotary-cut Veneer. The matchless beauty of its wavy, pearly grain, enhanced and enriched by the modern finishes previously described, intrigue the interest and hold the admiration of all who see it—truly artistry in wood at its best.

Birch Rotary-cut Veneers to be used for interior paneling and doors are first manufactured into

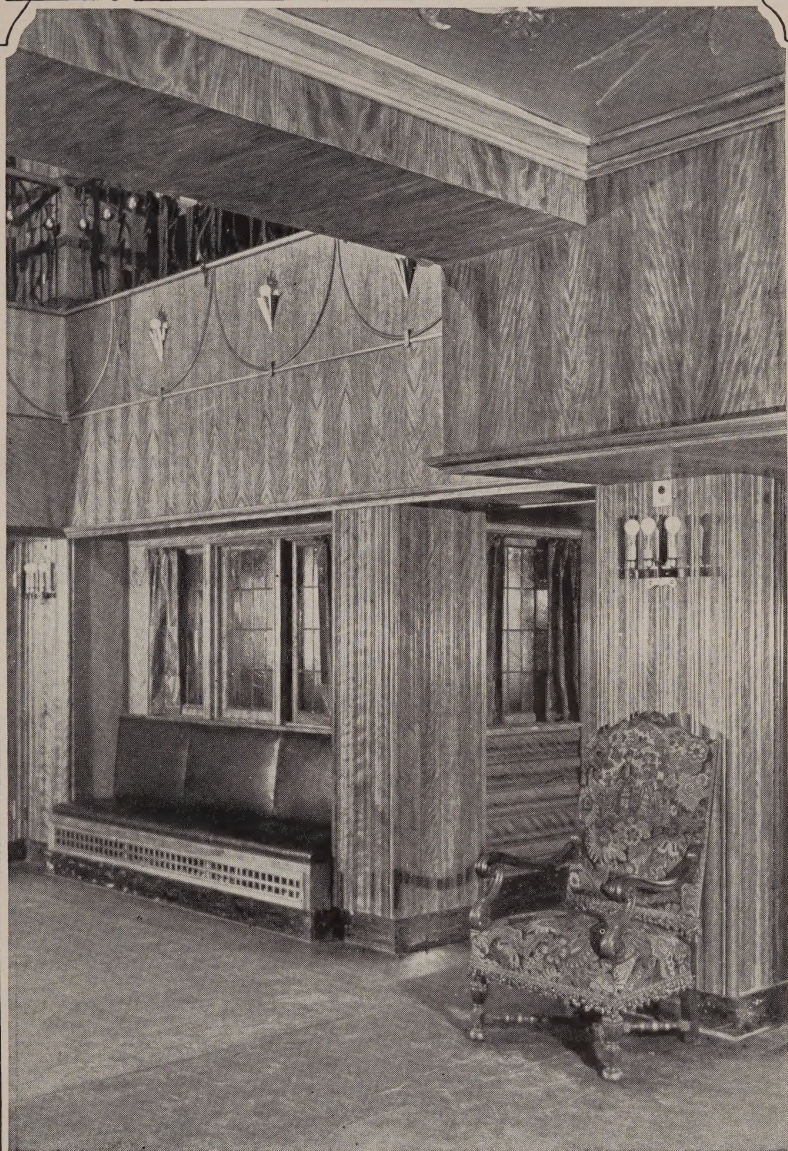
Birch Plywood Panels

and are usually made in 3-ply and 5-ply thickness, "built-up" with thin layers of veneer having the strength fibres running transversely, which makes them resist atmospheric changes to the utmost.

Because of their indescribable beauty, strength and light weight, "Beautiful Birch" Plywood Panels are highly prized for interior paneling, door panels, furniture tops and similar uses. There is hardly such a thing today as a door of solid Birch (or of any other hardwood for that matter), because the built-up panels are more beautiful and stronger. Birch veneer paneling is the most artistic of wall treatments and gives dignity and charm to the room of which it forms the background.

Colorful Birch Woodwork Basis for Interior Decorative Scheme

As has been shown, "Beautiful Birch" has all the essentials of an interior trim and flooring wood of



A VIEW of the inviting lobby in the Maryland Hotel, Chicago — Birch trimmed and Birch Veneer paneled, of course. Wm. Bernhard Company, Chicago, architects. Marvelous beauty, supreme resistance to warping and checking tendencies, and year after year economy in maintenance under severe service conditions, are a few of the numerous reasons why "Beautiful Birch" has been specified for the entire trim of many of the finest hotels, office and public buildings.

the first rank—an attractive grain, extreme hardness to resist marring or indentation and to preserve a fine finish, combined with great strength (it is the strongest of the hardwoods available in commercial quantities) which permits the fashioning of slender, graceful proportions without sacrifice of sturdiness. No other cabinetwood possesses all these properties in combination to the same degree.

When you consider the many marvelous color effects obtainable by the modern finishing processes for Birch, its value as a decorative hardwood cannot be overestimated. A pleasing and individual color in the woodwork and floors, as a basis for the decorative scheme, adds tremendously to the distinctive and harmonious effect of the room. "Beautiful Birch" trim, doors and floors for every room is the best way of attaining this end.

Paneled walls of Rotary-cut Birch Veneers for the living room, dining room, stairway and entrance hall, finished in warm shades and tones, will supply a restful charm which only beautiful woodwork can give. In these rooms floors of Red Birch are recommended.

The bedrooms above all else should be light and cheerful. Here the lighter colored stains would be suitable and effective, with the floors and furniture, also of Birch, stained to harmonize.

For the kitchen, "Unselected" Birch finished natural, or Silver gray, with bright colored furnishings, would make it a joy to work in. Some prefer white or ivory colored enamel on "Unselected" Birch for this room, as well as for the bathroom, and, as shown, Birch is the premier hardwood to be used under enamel, paint or lacquer finishes.

"Beautiful Birch for Beautiful Furniture"

As in the early days of our forefathers, Birch is a preferred wood for furniture making. Its intense



(Photograph by courtesy Good Housekeeping Studio.)

AS IN many 18th Century homes, added importance has been given the fireplace wall in this well designed room by the artistic employment of "Beautiful Birch" Veneer Paneling with Birch Trim and Doors, finished natural and waxed. The built-in book-cases, with arched tops, on either side of the fireplace give an atmosphere of true Colonial charm.

hardness preserves to the last the fine workmanship which craftsmen have ever taken pride to bestow upon it. Its great strength properties permit slender graceful proportions, as in the backs of Windsor chairs, without sacrifice of sturdiness.

Wonderfully beautiful effects are secured by the use of rotary-cut, non-checking Birch Veneers for furniture tops and panels and for overlays.

Today, Birch Furniture in Colonial and Early American designs—adaptations of the rare and coveted old pieces of genuine Birch on exhibit in the Metropolitan Museum of Art,—is again the vogue. Finished in modern color stains that penetrate the wood, enhance and bring out the attractive Birch figure in a brilliancy of coloring, "Beautiful Birch" Furniture has attained new heights of popularity with people of discerning taste that will be perpetuated by the sterling qualities of the wood itself.

"Beautiful Birch" Apartments

In no other type of building does "Beautiful Birch" show to better advantage than in the "built-for-rent" or "built-for-sale" multi-family structure. Here its sterling strength properties and extreme hardness enable it to take the hard knocks and often rough usage to which it is subjected by many tenants. It maintains its fine appearance with the smallest ultimate outlay for replacement. And, its natural beauty of figure has a universal appeal for both the prospective tenant and the prospective buyer. Being generally known as one of the world's finest cabinetwoods, the use of "Beautiful Birch" for the trim, doors, floors and paneling in apartments and apartment hotels is pretty generally regarded as a brand of quality which, plus its irresistible beauty in the modern finishes, makes renting and selling both easy and profitable. From any point of view, "Beautiful Birch" interiors will



(Photograph by courtesy Stickley Bros., Grand Rapids, Mich.)

Furniture of Graceful Strength and Enchanting Beauty

“**B**EAUTIFUL Birch for Beautiful Furniture” is truly exemplified by this charming sun-parlor set. Birch furniture possesses all the requisites of good furniture in superlative degree—enthraling beauty, supreme strength and nearly “mar-proof” hardness. Ask your dealer to show you well-made furniture of genuine Birch in the marvelous modern stain finishes.

pay handsome returns to owners and builders of multi-family dwellings.

*For Hotels, Theatres, Clubs and
Office Buildings*

The same qualifications which make "Beautiful Birch" the preferred wood for apartment trim and floors, apply with equal force to hotels, theatres, clubs and office buildings. Year after year economy, great beauty, durability and low maintenance cost have resulted in "Beautiful Birch" being specified for the entire trim, including veneer paneling, for many of the largest and finest theatres, clubs, hotels and office buildings throughout the United States and Canada, as well as for a host of smaller structures. And, the many artistic effects to be secured with the modern stain finishes, have moved many architects to adopt Birch trim as the standard specification for buildings of this character.

*In Schools, Churches, Libraries, Hospitals
and Public Buildings*

"Beautiful Birch" will maintain a fine appearance under the wear and tear to which it is constantly subjected by countless thousands.

In schools and universities, Birch is widely used for trim, desks and seating. Here the sterling qualities of the wood are put to the severest test by buoyant and exuberant youth.

"Beautiful Birch" has long been a standard wood for woodwork and pews in churches. Its hardness and durability, an advantage in any public place, and its susceptibility to all finishes and architectural treatment make it especially desirable for church trim. Many modern churches finished in white enamel on Colonial or classical lines have utilized "Unselected" Birch to fine advantage.

For hospital trim Birch is desired. Its fine close grain under enamel provides a smooth, hard, non-



A FINE example of wood-carving in "Beautiful Birch" is shown by these doors in the Entrance Hall, California Institute of Technology, Pasadena, California. Mr. Bertram Grosvenor Goodhue, New York, architect. The uniform fine grain and great resistance to chipping and shearing stresses permit the execution of any motif of carving in Birch.

absorbent surface that is easy to keep in a clean, sanitary condition. In the waiting room the pleasing grain of "Beautiful Birch" under modern finishes gives an atmosphere of restful charm.

In fact, in public buildings of every character, where a fine appearance plus supreme serviceability under continuous and trying conditions is the requirement, there you will find "Beautiful Birch" is being specified by architects and others who have made a careful study of interior finishing woods.

Important Note on the Finishing of "Beautiful Birch"

Always remember and never forget" that in applying stain and finish to "Beautiful Birch" you are dealing with a high-class cabinetwood, which justifies at least reasonable care in performing the process that gives it its final character.

Dollars and dollars worth of all the fine hardwoods are ruined every year by unworthy workmanship or materials in finishing.

Though skillfully logged, sawn and seasoned, carefully graded, shipped many miles, made into trim, doors, furniture and flooring, carefully placed and accurately joined by a good carpenter—a first class job of woodwork in every respect may be spoiled at the last moment by false economy in the quality of materials used for finishing or by the ignorance or carelessness of a painter's helper.

Prevent it! Pay the utmost attention to the finishing of all high-class hardwoods. Employ good decorators and materials. If you are in doubt about how to finish "Beautiful Birch" to the best advantage, please write to us and we will be glad to give you full information for the sake of your satisfaction and the reputation of our beautiful wood.

NORTHERN HEMLOCK & HARDWOOD
MANUFACTURERS' ASSOCIATION
and the

ROTARY BIRCH CLUB

OSHKOSH

WISCONSIN



FINE effects are attained with "Beautiful Birch" Veneer paneling, stained slightly to give it a warmth of tone and waxed as in this attractive dining room in the New York residence of Mrs. Minturn Pinchot. The trim and doors are of Birch, too, finished in conformity with the paneling. The architects were Messrs. Murphy and Dana, New York.

WE WISH to express our appreciation to: Good Housekeeping Studio, Stickley Brothers, Marietta Paint and Color Company, Murphy Varnish Company, Berry Brothers, Sherwin-Williams Company, Pratt & Lambert, Lindeman Wood Finishing Company, Lowe Brothers, Grand Rapids Wood Finishing Company, O'Brien Varnish Company, and the many others who contributed freely of their time and experience that this brochure might be authentic in its treatment of the subjects covered.

